

# Mini-Guide to MatchUp!

Success is the sum of many contacts



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Find out more at:  
[www.exporeal.net](http://www.exporeal.net)  
[www.blog.exporeal.net](http://www.blog.exporeal.net)



18th international trade fair for real estate and investment

**October 5 – 7, 2015 | Messe München**

**expo  
real**

Building networks

# MatchUp! — Promoting You and Your Business



MatchUp!, the matchmaking and participants' service of EXPO REAL, provides the perfect platform for all participants at the trade fair to network with just the right business partners for them. As soon as you have ordered your ticket and completed your MatchUp! registration, you can get started on creating your profile, networking with potential business partners, and arranging meetings at EXPO REAL. Enjoy the benefits of MatchUp! before the doors to the trade fair have even opened and ensure you get more out of your visit — for shared future success.

## Facts and Figures on MatchUp!

We've put together some figures to show just how popular MatchUp! was in 2014. The 1.4 million clicks before, during and after the event really say it all! And remember — that was in MatchUp!'s first ever year. With every new year will come even more new participants. This really is a fantastic opportunity for you to make new business contacts, so make sure you don't miss out!

**237**  
Job openings

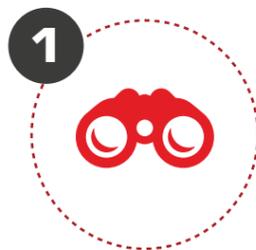
**1,647**  
Exhibitor profiles

**16,683**  
Participant profiles

**1.4 Mio**  
Clicks

# Five Good Reasons to Register for MatchUp!

Registering for MatchUp! gives you the opportunity to find new business partners before the trade fair even opens its doors. Make your first new contacts prior to the event, get one step ahead of your competitors, and get specific new projects off the ground — all in the spirit of EXPO REAL and our mission of "Building networks." This is how MatchUp! works:



## Seeking and Finding.

Learn more about your competitors and other visitors, and find out who will be there from the press.

→ [Go to MatchUp!](#)



## Get Seen.

Create a unique profile for yourself and/or your company.

→ [Create a profile now](#)



## Get Recommended.

MatchUp! will suggest your profile to potential business partners.



## Make New Business Contacts.

You can select specific areas and target groups to help you make new business contacts prior to the trade fair.



## Focus on Careers.

Job seeker messages and vacancies will appear on your profile page and the Jobs Forum as well as when you perform a search.

→ [Go to the Jobs Forum](#)

## Registering for MatchUp! — How and When

You will receive an e-mail containing your unique MatchUp! registration link within a few hours of ordering your ticket. Click on it and you will be taken straight to the MatchUp! registration page. Then you just need to choose your login details and log in!



MatchUp!, the matchmaking and participants' service of EXPO REAL

**expo real** **Building networks**  
18th International Trade Fair for Property and Investment  
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Profile of Katharina Clarke 35 % complete **i**

Consent to publication of profile in MatchUp! **i**

### Important!

You will only be able to use all of the MatchUp! features once your profile has been approved.

Only  
available until  
08/10/2015

## Special Offers for Early Birds, Students and Apprentices

**Visitors** who order their ticket before August 10, 2015 will save money and get a MatchUp! Premium account worth EUR 75 **completely free** of charge.

Find out more at: [www.exporeal.net/ticket](http://www.exporeal.net/ticket)

**Students and apprentices** can enjoy even more benefits!

Not only will they get a MatchUp! Premium account, they will also receive other complimentary extras at the CareerDay and can buy a 3-day ticket at a discounted price.

It's certainly worth finding out more at:

[www.exporeal.net/careerday](http://www.exporeal.net/careerday)

## How to Get the Most out of MatchUp!

When it comes to your participant profile, you can opt for our free basic services or pay to benefit from a whole host of add-on options. The choice is yours — it really depends on how quickly you want to expand your network.

<p>0 € MatchUp! Basic</p>	<p>75 € MatchUp! Premium</p>	<p>475 € MatchUp! Premium Plus</p>
<ul style="list-style-type: none"><li>▪ Personal login</li><li>▪ Profile picture</li><li>▪ Contact details</li><li>▪ Matchmaking/ Recommendations</li><li>▪ Short list</li><li>▪ Option to save searches</li><li>▪ Access to the Jobs Forum</li></ul>	<ul style="list-style-type: none"><li>▪ Personal login</li><li>▪ Profile picture</li><li>▪ Contact details</li><li>▪ Matchmaking/ Recommendations</li><li>▪ Short list</li><li>▪ Option to save searches</li><li>▪ Access to the Jobs Forum</li></ul>	<ul style="list-style-type: none"><li>▪ Personal login</li><li>▪ Profile picture</li><li>▪ Contact details</li><li>▪ Matchmaking/ Recommendations</li><li>▪ Short list</li><li>▪ Option to save searches</li><li>▪ Access to the Jobs Forum</li></ul>
	<p>+</p> <ul style="list-style-type: none"><li>▪ Company logo</li><li>▪ Detailed description consisting of 2000 characters including spaces</li><li>▪ Picture gallery/PDF downloads</li><li>▪ Unique QR code containing your contact details</li></ul>	<p>+</p> <ul style="list-style-type: none"><li>▪ Company logo</li><li>▪ Detailed description consisting of 2000 characters including spaces</li><li>▪ Picture gallery/PDF downloads</li><li>▪ Unique QR code containing your contact details</li></ul>
		<p>+</p> <ul style="list-style-type: none"><li>▪ Top of the list placement</li></ul>

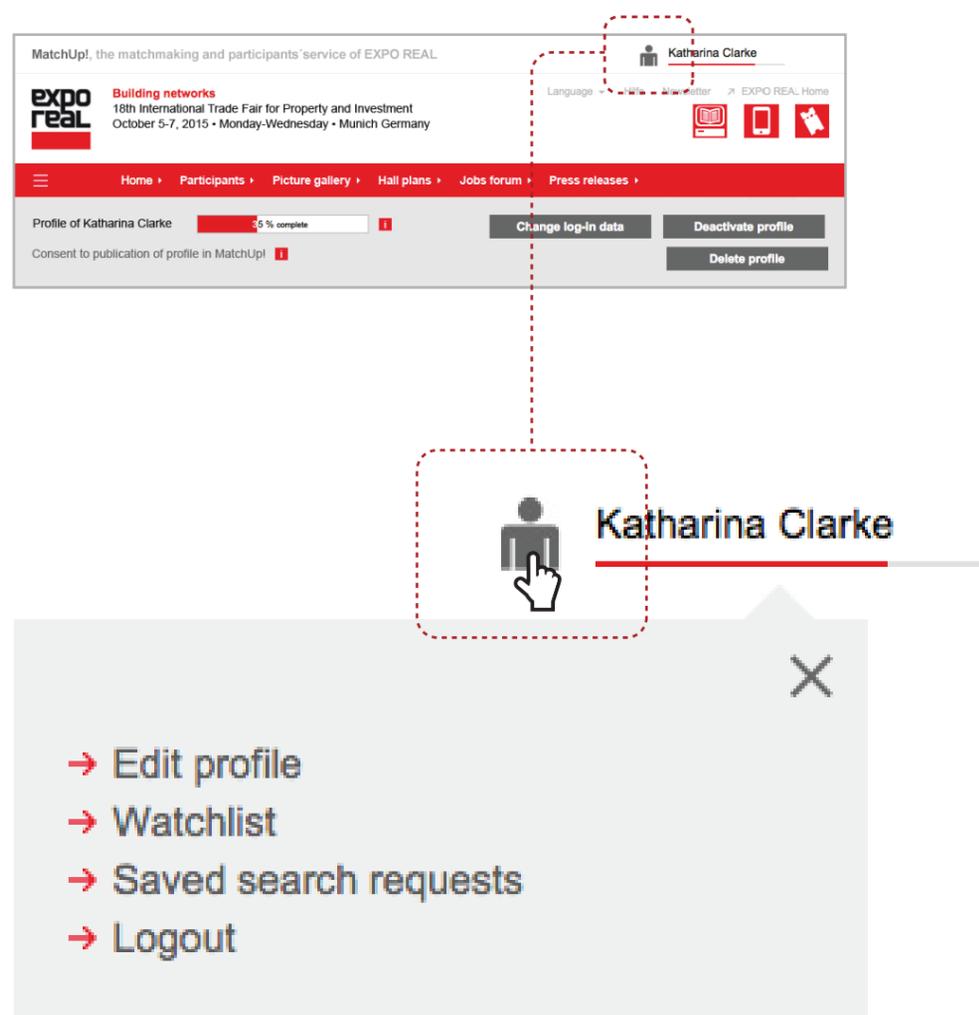
Our EXPO REAL Media Services team are on hand to offer you no obligation advice — just send us an [e-mail](#) or call the MatchUp! hotline on [+49 \(0\)89 666166-43](#)

# MatchUp! Basic: Customized Matchmaking Free of Charge

To find the right business partner for you, we need to know more about you. The more details you provide, the more likely you are to get recommendations that are accurately tailored to you. Below are some tips for how best to complete each of the sections.

## How Do I Make My Business Profile Stand Out?

Click on the profile icon next to your name to edit your profile, and to view your watchlist and saved searches.



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Profile of Katharina Clarke 5% complete

Change log-in data | Deactivate profile | Delete profile

Consent to publication of profile in MatchUp!

**Katharina Clarke**

- Edit profile
- Watchlist
- Saved search requests
- Logout

## → Edit Your Profile



**Katharina Clarke**  
Exhibition Manager EXPO REAL

Web portal for real estate



You don't get a second chance to make a first impression, so make sure you choose a good profile picture. You can upload this under basic data in the menu. This is where you also add your contact details, job information, details about your visit to the trade fair, and which forums, etc. you plan to attend.



Specifying your sector, type of real estate, country/market and area in the "I'm looking for/I can offer" section will give you more accurate recommendations, making your matchmaking much more effective.



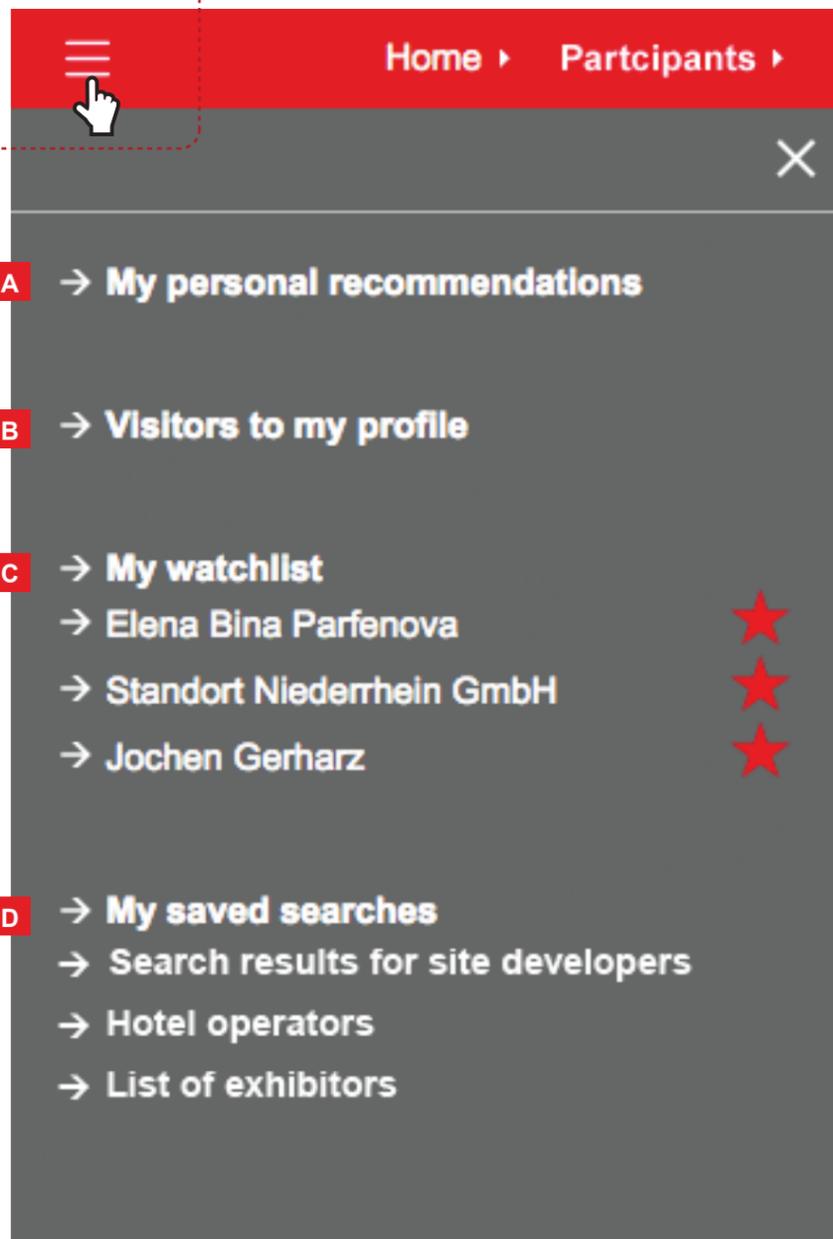
In the "Job offers/Job-wanted notices" section, you can advertise and search for jobs, and there is even the option to upload a PDF containing your job advert or CV.

Just don't forget to hit:

**Save**

# Other MatchUp! Features

You can access the main MatchUp! features from your customized sidebar menu:



## A → My personal recommendations

This section provides MatchUp! participants with lots of networking opportunities — you can contact potential business partners directly to arrange a meeting or ask them to call you back, add them to your short list, or save and print out specific profiles.

## B → Visitors to my profile

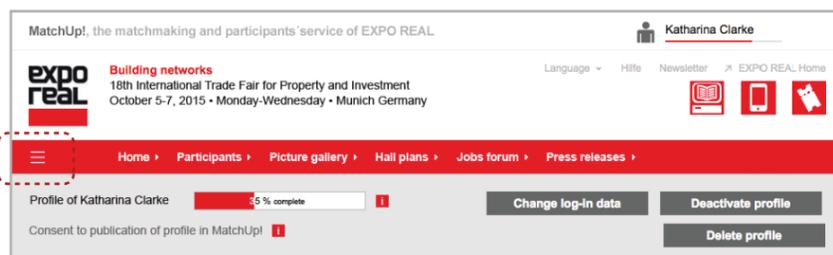
Make sure you check this section regularly and if you find you share some common ground with someone who has visited your profile, get in touch with them. This has proven time and time again to be a successful way of making relevant business contacts.

## C → My watchlist

The star icon is used to highlight trade fair participants you are interested in and to save them in a list. You can add notes for each contact in your personal watchlist, with the option to go back and view everything you have written at a later date.

## D → My saved searches

Depending on your personal interests and goals for the trade fair, you can search for specific participants, areas, countries, and much more, and save these searches so you can be kept up to date with what's new in your network.



Hint

Even if you already have profiles on other networks, such as Xing or LinkedIn, MatchUp! is the only portal — not only in Germany but in the world — that is 100% focused on the real estate industry. Plus you know that all of the participants will be in attendance at the venue. In other words, MatchUp! is the key to your success at EXPO REAL.

## MatchUp! Premium

Make use of our extensive EXPO REAL Media Services to get even more out of MatchUp! After all, more contacts mean more success! As a participant, you can change your profile settings and choose to have an extended participant profile at a cost of **EUR 75**.

For this price, you will get:



## MatchUp! Premium Plus

Get all the benefits of MatchUp! Premium and put yourself in pole position with a top of the list placement for **EUR 475**.

## Special Add-Ons

We've got a whole host of fantastic marketing and media add-on services for **exhibitors** (such as eye-catching banner ads) that are surefire ways for your company to attract the attention of potential business partners. Find out more and book at the EXPO REAL [online order center \(Exhibitor Center\)](#).

# Any Questions?

No

That's great! If you've already booked your ticket, you can get started on editing your profile right away.

→ [Go to MatchUp!](#)

Yes

If you want to enjoy all the benefits of MatchUp! but still need a ticket:

→ [Book your ticket now](#)

If you've already booked your ticket but have further questions or would like some advice:



Call the MatchUp! Service hotline on:

**+49 89 666166-43**



[Send us an e-mail](#)